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Kentucky Department for Libraries and Archives

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## MARKETING YOUR LIBRARY

The Department for Libraries and Archives sponsored a workshop on *How to Write a Marketing Plan* in early September. Amelia Kassel took audiences in both Lexington and Bowling Green through the basic steps and stressed the need for public libraries of all sizes to actively market their services.

Why? Because libraries have a responsibility to promote their resources. Because none are as widely used as they could be. And because the services of the library are for its users and marketing is one way to make users aware of them.

Too often libraries confuse publicity and PR with marketing, so Kassel took time to define terms. Marketing is a set of strategies, aimed at a particular group, to get them to “buy” what is being “sold”—or in the case of public libraries, to use what is being offered. A market niche might, for example, be educators, small business owners, youth, or senior citizens. Publicity is a form of advertising, using specifically tailored “sales messages” repeatedly to a specific market group. Libraries have many potential markets and each will require its own set of advertising ploys. An advertising pitfall is not doing it continuously; one time attempts never produce long term gains.

In preparing a marketing plan, Kassel urged libraries to write quantifiable goals. She stressed they be realistic and take into account the skills and resources available to the library. Market research, which is the gathering of data on user needs, is a necessary first step. Methods suggested by Kassel included looking at demographics, studying circulation and use statistics, conducting user surveys, and

holding focus groups. Your local regional librarian can help with these.

Libraries need to show their sophistication by using electronic sources and methods whenever appropriate. A web presence is a must if one is to be taken seriously by users in today’s fast paced information world. But traditional values still exist as well. Libraries can promote their staffs’ reputation for expertise and reliability; their pleasant approach and understanding of their customers’ needs.

Another pitfall to avoid is trying to do too much too soon. Kassel suggested targeting 1-3 markets, setting a priority order, doing one at a time, and doing each well or not at all. Speaking to specific promotional strategies, Kassel gave several examples and solicited others from her audience. As a bare minimum she urged libraries to be listed in the phone directory’s yellow pages, preferably with a box ad. Other suggestions included: a booth at the county fair/festival; a float in the parade; in-house publications; talks to various target markets; monthly guest reviews or testimonials about the library in the local press.

Recognizing the value of repeat customers, Kassel gave these tips on user retention: educate customers about the library; educate yourself about their needs; show appreciation; keep the library’s name in front of them. She stressed throughout the workshop the need for the library to be proactive, to always be on the lookout for how your services can meet a need or fill a gap. When a strategy works, repeat it. When one doesn’t, toss it.

-- adapted from Amelia Kassel’s workshop

## JUST WHEN YOU LEARNED IT

The Kentucky Commonwealth Virtual Library (KCVL) is now the Kentucky Virtual Library *aka* KYVL. The URL has changed to reflect the new acronym and is now <[www.kyvl.org](http://www.kyvl.org)>. Correspondingly, the Kentucky Commonwealth Virtual University is now the Kentucky Virtual University or KYVU.

In addition to name changes, the virtual library has a new logo and a new front page design on the web. The links on the right side are still the same as before, but the left side is new and some links are still under construction. Check it all out right away!



## IMPRESSIVE STATS

The KYVU experienced phenomenal growth in its inaugural year and enjoyed a warm reception from Kentuckians eager to learn via online education. During the Fall 1999 and Spring and Summer 2000 semesters, the virtual university enrolled 2,592 students in 3,066 courses—the most impressive start-up for any institution of its kind. The charter year students represented 116 of Kentucky's 120 counties, 18 states, and 7 foreign countries. Officials of the virtual library are extremely pleased at the enthusiasm Kentucky citizens have demonstrated for online learning and anticipate attracting more busy, working adults in the future.

## HUMANITIES GRANTS

The Kentucky Humanities Council has announced a new national initiative for public libraries, with particular emphasis on small, rural, suburban, and urban branch libraries with limited book budgets. It is called "The Millennium Project for Public Libraries." Funded by Carnegie Corporation of New York, the initiative is a partnership among NEH, The Library of America, and the American Library Association (ALA). Complete information about the initiative may be found on the Endowment's web site at <[www.neh.gov/millenniumlibraries/loa\\_guidelines.html](http://www.neh.gov/millenniumlibraries/loa_guidelines.html)>. Application deadlines are November 15, 2000, and April 1, 2001. All applications must be submitted electronically.

## EDUCATIONAL RESOURCE

Federal Resources for Educational Excellence is a super web site for finding educational resources sponsored by over 40 government agencies. Explore numerous subjects at <[www.ed.gov/free](http://www.ed.gov/free)>.

*Kentucky Public Library Newsletter* is published bi-monthly by Field Services Division of Kentucky Department for Libraries and Archives and your regional librarian. Correspondence should be addressed to the editor, Nelda Moore, KDLA/Lincoln Trail Regional Office, 201 West Dixie Avenue, Elizabethtown, 42701-1533. Phone 270.766.5222; Fax 270.766.5223; e-mail: [Nelda.Moore@kdla.net](mailto:Nelda.Moore@kdla.net).

*Serving Kentucky's Need to Know*



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## NEW ITEMS PROMOTED

The Kentucky Department for Libraries and Archives is pleased to announce a new standing item on the KDLA web page—"New Acquisitions." This quarterly listing (currently Summer) of new books and other library materials added to the State Library Division's collection may be viewed at <[www.kdla.net/statelib/newacqmain.htm](http://www.kdla.net/statelib/newacqmain.htm)>.

## NETLIBRARY OFFER

A collection of 10,000+ electronic books has been purchased by SOLINET, with the expectation of increasing their holdings to 20,000+ by March 2001. SOLINET, in turn, is offering this collection to public libraries on a statewide basis. A flat fee of \$50,000 brings access to all these titles to every public library in a state. This can be accomplished either by a state library or by coordinated effort by a group of public libraries. If there is no interest in a statewide purchase, individual public libraries may sign up at a rate of \$1 per 5% of population served.

KDLA is aware of this offer and currently discussing it for Kentucky's public libraries. Direct any comments to Charlene Davis, State Library Services Division Director via e-mail at [Charlene.Davis@kdla.net](mailto:Charlene.Davis@kdla.net). Questions to SOLINET may be directed to Monica at 1.800.999.8558 or [moneal@solinet.net](mailto:moneal@solinet.net).

For those wishing to learn more about electronic books (e-books) an excellent opportunity awaits at the Kentucky Library Association conference on October 18, 2000, at the Gault House in Louisville. Consult program for exact details.

## LIBRARY MEDIA PROJECT

The Library Media Project, formerly known as the MacArthur Foundation Library Video Project, has announced that the special pricing for the *Issues of Aging* Video Collection will expire October 12, 2000. The 65 selected videos cover a range of subjects, from illness and wellness to health and romance and includes expanded essays and programming suggestions, direct links to health agencies, a bibliography, and informative resources on the complex issues of aging. Interested libraries may review this complete offer at <<http://librarymedia.org/>>.

## SATELLITE TELECONFERENCE

The Illinois State Library will sponsor a two-hour teleconference broadcast on November 1<sup>st</sup> entitled "To Filter or Not to Filter, That is One Question." This teleconference will address the pros and cons of limiting Internet access, the pros and cons of various filtering software, the current status of filtering requirements at the state and federal levels, and how to effectively contact legislators on this issue. For additional information on the content of this program, contact Kathy Bloomberg at [kbloomberg@ilsos.net](mailto:kbloomberg@ilsos.net) or 217.785.0052.

"I had hundreds of books under my skin already. ...Some of it could be called trashy....I do not regret the trash. It has harmed me in no way. It was a help, because acquiring the reading habit early is the important thing. Taste and natural development will take care of the rest later on."

-- Zora Neale Hurston

## FUNDRAISING MODELS

The following practical tips come from a workshop sponsored by ALA. The speaker was Robert Smith, former director of the Medina County District Library.

First, your library should be customer friendly—an inviting place. In addition, it should be kept in the public eye with publicity, events/programs, marketing, promotions and give-a-ways. The staff, especially the director, should become involved in community organizations and events. Above all, don't wait to become visible just when you're asking for contributions. And whenever you can, talk about the library—even when you're reporting on something else. Network, learn how other groups fund raise and partner with them. Be creative. Don't be afraid to try new things.

- **Funeral homes** – leave information or brochures about planned giving and library memorials.
- **Real estate people** – ask them to promote the library to out-of-town buyers.
- **Book Sales** – There's always an abundance of National Geographic and Reader's Digest magazines. Suggest that people buy issues in the year of someone's birth. Give a preview day to the Friends and sell memberships at the door.
- **Book Donations** – Encourage people to donate new books after they've read them.
- **Signature events** – Create your own signature event that always will be associated with the library. Make it an annual event that your community marks on its calendar each year. Examples: Author series (video tape the event and have it played late at night on the local cable station); mystery theaters; spelling bees; autographed book auctions; chili cook offs; and golf or miniature golf tournaments.

## BENEFACTORY OUTLETS

The last issue of this newsletter had a short item on e-giving with MyCause explained as an example. There are several others that do much the same thing and can provide yet another way for public libraries to raise funds. For an annotated list of over a dozen such charitable web sites, contact your regional librarian or the editor of this newsletter.

## SPANISH LANGUAGE VENDORS

Kentucky is seeing its share of Spanish speaking people move into the state and, one hopes, into the public libraries. Many librarians, however, have limited skills in building collections in languages other than English. The following is a list of established vendors who are well known to public librarians who buy library materials in Spanish.

Bilingual Publications Company  
lindagoodman@juno.com  
phone: 212.431.3500

Chulainn Publishing Corporation  
editores@aol.com  
phone: 888.525.2665

Downtown Book Center  
raxdown@aol.com  
phone: 305.377.9941

Lectorum Publications, Inc  
CRivera@scholastic.com  
phone: 212.929.2833 x220

Libros sin Fronteras  
info@librossinfronteras.com  
phone: 360.357.4332

Additionally, the January issue of *Booklist* (p 928-9) listed recommended children's and young adult books in Spanish.

## CALENDAR FOR BUYING

The following is a reminder of when certain “helps” to selecting award-winning and other highly recommended titles are available.

### JANUARY:

Caldecott Award and Honor Books  
Newbery Award and Honor Books  
Coretta Scott King Award and Honor Books  
Carnegie Award for Best Children’s Video  
Best Children’s Science Books  
Best Children’s Science Books in *SBF*  
Editor’s Choice of books and videos in *Booklist*

### FEBRUARY:

Children’s Reference Books in *SLJ*  
Children’s Books in Spanish in *SLJ*  
Books for Black History Month in *Booklist*

### MARCH-APRIL:

Notable Films/Videos, Recordings in *SLJ*  
Best Science Films and Videos in *SBF*  
Best Books Lists in *SLJ*

### MAY:

Children’s Books in Spanish in *SLJ*  
Children’s Reference in *SLJ*

### JUNE-JULY:

Best Science Books for Junior High and High School in *SBF*

### AUGUST:

Children’s Reference Books in *SLJ*

### SEPTEMBER:

Holiday Book Round-Up in *Booklist*  
Bluegrass Award Books

### October:

December Holiday Book Round-Up in *SLJ*

### NOVEMBER:

Children’s Books in Spanish in *SLJ*  
Children’s Reference Books in *SLJ*

### DECEMBER:

Children’s Best Books of the Year in *SLJ*

[*SLJ*=School Library Journal; *SBF*=Science Books & Films]

## PLANNING FOR EVENTS AHEAD

Don’t forget the following special events and dates for library related activities:

**October 3**      *Planning for Results: A Public Library Transformation Process workshop @ Bowling Green*

**October 5**      *Planning for Results: A Public Library Transformation Process workshop @ Frankfort*

**October 18-20**      Kentucky Library Association annual conference @ the Gault House in Louisville

**November 9**      *Managing for Results: Effective Resource Allocation for Public Libraries @ Bowling Green*

**November 16**      *Managing for Results: Effective Resource Allocation for Public Libraries @ Frankfort*

**November 18**      Kentucky Book Fair @ Frankfort

## BEST BOOKS FOR CHILDREN

Check out these web sites that offer access to the notable and best lists for children’s and young adult materials. All begin with <[www.ala.org/](http://www.ala.org/); tack on the rest to complete the address.

[yalsa/booklists/2000bestbooks.html](http://www.ala.org/yalsa/booklists/2000bestbooks.html)>

[yalsa/booklists/2000quickpicks.html](http://www.ala.org/yalsa/booklists/2000quickpicks.html)>

[yalsa/booklists/poppaper00.html](http://www.ala.org/yalsa/booklists/poppaper00.html)>

[yalsa/booklists/2000audio.html](http://www.ala.org/yalsa/booklists/2000audio.html)>

[news/2000yavideos.html](http://www.ala.org/news/2000yavideos.html)>

[news/notablesoftware2000.html](http://www.ala.org/news/notablesoftware2000.html)>

**news/notablerecordings2000.html>**

## CYASS WANTS YOU

The Kentucky Library Association (KLA) is a professional membership organization which members join and pay dues to support. Its members come from all kinds of libraries—public, school, academic, special. Within the parent organization are several sections. Readers of this newsletter are most familiar with the Public Library Section (PLS) and the Kentucky Library Trustee Association (KLTA). But another section exists that should be just as familiar: the Children and Young Adult Services Section or CYASS.

Formed in 1983, this is the youngest Section of KLA. Its goal is “to bring new ideas and insights” to its members. In addition, it gives children and youth services staff a voice, a chance to advocate, for youth services throughout Kentucky. CYASS will sponsor a luncheon at the KLA conference on Friday, October 20<sup>th</sup>. The speaker is nationally known consultant and storyteller Sue McCleaf-Nespeca and her topic will be “The 3 Rs of Picture Book Sharing: Rhyme, Rhythm, and Repetition.”

Membership in CYASS is \$6 per year. To join, contact the Association office or add CYASS when you renew your KLA membership.

Looking to the future, CYASS is planning the 2001 fall conference for September 7-8 at Lake Barkley State Resort Park. Plan now to attend.

## MEMBERSHIP REMINDER

Don't forget to renew all memberships in KLA when due and that includes the trustees' in KLTA. Providing professional membership for key staff is a nice way for a board to say, “you're important,” to the staff.

## 'CROSS THE COMMONWEALTH



All across the Commonwealth public libraries and librarians are doing remarkable things that deserve the recognition of their colleagues. This column attempts to highlight some of these. Requests for additional items are continually solicited.

**Breckinridge County Public Library** won this year's School and Public Library Partnerships Grant, a \$10,000 competitive grant from KDLA.

Winners of the Early Childhood Education competitive grants from KDLA were **Estill County Public Library** and **Laurel County Public Library**. Both grants were for \$10,000.

Public Library Programming grants of \$10,000 each went to **Robertson County Public Library**, **Kenton County Public Library**, and **Scott County Public Library**. These grants, unlike others that specifically defined their purposes, were the first KDLA has sponsored that allowed libraries to completely create their own programming focus.

**Logan County Public Library** successfully raised its tax rate from 3.12¢ on real property and 3.85¢ on personal property to 6¢ per \$100 on both.

The Paducah Public Library held a public ceremony on July 1 to celebrate its transition to the **McCracken County Public Library**, a new taxing district. A new library card and new sign for the building were unveiled.

The **Taylor County Public Library** gives a cloth baby book to every child that is born at the local hospital, averaging 400-500 “gifts” per year to start the newest citizens out reading.

## KPLN BACK ISSUES

Listed below are highlights from selected back issues of the *Kentucky Public Library Newsletter* that are available upon request. Disclaimer: these will more than likely be photocopies and not crisp, clean reprints. They will be readable, however. Request via your local library director, regional librarian, or directly from the editor (see address information in the box on page 2). For back issues through mid 1999 check the KDLA web page at <[www.kdla.net](http://www.kdla.net)> and click on Publications.

**1999 Jan/Feb:** 12 Ways Libraries Are Good For the Country; KDLA Extension Phone Numbers; Women Managers and Conflict Resolution.

**1998 Nov/Dec:** Virtual University Update; Bookmobile Testimonial; Displays Help Browsers; A New Library Measure (reading quotient).

**1998 Sept/Oct:** Annual Reports; Web Catalogue of Archives; Ideas For Displays; Starting Reading Groups.

**1998 July/Aug:** LT101-Introduction to Public Library Trusteeship; Book Sale Tips; Everybody Loves a Parade.

**1998 May/June:** Executive Session Concerns; How to Close a Meeting; Where There's a Will; Readers' Advisory Success.

**1998 Mar/Apr:** Gates Grant Given to KY; KDLA Customer Policy; LP Mailing Tips; Project Vote Smart; Evaluating Info on the Web; Genealogy Bonanza.

**1998 Jan/Feb:** Are You Ready to Empower?; Plan Ahead for Success; National Library Week.

**1997 Nov/Dec:** KDLA-101; Readers' Advisory Option.

**1997 Sept/Oct:** What Has Your Library Done For Its Customers Lately?; Summer Reading Benefits; Effective Selector Traits.

**1997 July/Aug:** Internet Access Policies; Computer Rules for Staff; Nonfiction Videos; Grant Writing Tips.

**1997 May/June:** To Serve Or Not To Serve; Board Vacancies To Fill; Statistical Hints.

**1997 Mar/Apr:** Libraries Rally To Aid Devastated Pendleton; Accessing Local News; Interlibrary Loan; Keeping Computers Clean; Selecting Computer Books.

**1997 Jan/Feb:** Rural Rebirth?; Rural Resources in Print; Rural Resources by Video; Rural Resources Via WWW; Rural Youth Services.

## READER RESPONSE

The *Kentucky Public Library Newsletter* is committed to covering topics that are of benefit and interest to our readers. We plan each issue with an eye to presenting a board and balanced range of topics for trustees, management, staff, and Friends. In order to continue making this newsletter a meaningful resource to our readers, we would like to invite your feedback about the publication.

Take a moment to photocopy the questions below or tear off this page and send it to: Lincoln Trail Regional Office, 201 West Dixie Avenue, Elizabethtown, KY 42701-1533. Or, if you prefer, drop a note to our e-mail address: [Nelda.Moore@kdla.net](mailto:Nelda.Moore@kdla.net). Please type "Reader Response" in the subject line.

1. How do you read the Newsletter?

most everything      bits and pieces      hardly any at all

2. Who are you?

trustee      management      staff      other

3. Which recent article was of *most* interest or value to you?

4. Which recent article was of *least* interest or value to you?

5. What topics would you like to see covered *more frequently*?

6. What topics would you feel are covered *too frequently*?

7. Of the standing columns ('Cross the Commonwealth, Planning Ahead, Regional Insert, Trivia Corner), which would you like to see continued?

8. Add any other comments you'd like to make. Thanks.



## LIBRARY TRIVIA CORNER

She'd been found by a friend earlier that evening. There was some evidence of a struggle but the body was unmarked except for a bruise on the left side of her head. Whoever did it used a book to deliver the fatal blow. The corner was clearly dented and some of the victim's hair was embedded in the cover.

"You say the book was the murder weapon?" Chief Coltrane leveled his gaze at the junior officers.

"That's right, sir."

"She have a boyfriend?"

"Still looking, sir, but the friend says she wasn't seeing anybody on a regular basis."

"Interesting," mused the Chief. He thought for a moment. "You hotshots get the name of the book?"

The officers looked around sheepishly. Then one of them said "I might have it in my notes." He took out his pad, thumbed the pages, and breathed a sigh of relief. "Here it is, 'Mathematics 101-An Introductory Text.' "He shot the Chief a questioning look.

Coltrane shook his head. "I was afraid of that."

The officers were puzzled. "Afraid of what?"

"A text book case," he answered, "We got us a math murderer on our hands."

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